

## Recycled Paper

MAY 2009

There is growing recognition, supported by most life-cycle analysis, that the worst way to dispose of paper is to bury it whilst the best way is to recycle it. The good news is that paper can be easily recycled to a reusable quality five or six times.

At present, every year in the UK, we consume over 12 million tonnes of paper and board. Approximately 7.8 million tonnes of this is recovered for recycling, of which circa 4 million is re-manufactured here in the UK predominantly into newsprint, tissue and packaging products. The balance is exported to other world markets, the majority to the Far East.

Traditionally, papers with a high recycled content were regarded as down-shade and poor in performance when compared to virgin fibre grades. However, these myths can be openly challenged. Today's recycled alternatives are equal in quality, performance and reliability.

**“We've selected high-quality recycled products that won't just promote sustainability but will also positively reinforce Ocado's brand value”.**

Jodie Macklin  
Marketing Publications Manager, Ocado

### Environmental benefits of recycled papers

The arguments for recycling paper and board, and for organisations to buy more recycled paper appear compelling. However a recurring theme in the debate that surround waste and resource management is the extent to which the recycling of materials offers genuine benefit to the environment.

The Waste and Resources Action Programme (WRAP), a not-for-profit government funded organisation, commissioned a major international research project from the Technical University of Denmark (IPU) and the Danish Topic Centre on Waste. Reviewing existing Life Cycle Analysis it concluded the following derived benefits when using recycled paper;

- 1 tonne of 100% recycled paper versus virgin paper on average;
- Diverts 1.3 tonnes of waste paper from landfill
- Uses 50% less energy in production
- Saves 1.32 tonnes of Carbon Dioxide (CO<sub>2</sub>)

WRAP information sheet on this subject can be downloaded;

[www.wrap.org.uk/advocacyinformationsheets](http://www.wrap.org.uk/advocacyinformationsheets)

With carbon increasingly topical it is important to note that a major factor of carbon benefit is the assumption if not recycled the fibre may otherwise end up as landfill or incinerated. If landfilled, degrading paper produces methane; a greenhouse gas which is 23 times more powerful than CO<sub>2</sub>.

### What constitutes a recycled paper

There is currently no official standard for what constitutes a recycled paper. The Waste and Resources Action Programme (WRAP), have published minimum recommendations that organisations should consider. In summary these are;

**Printing papers:** Minimum 50% recycled content  
**Copier/Office papers:** Minimum 70% recycled content  
**Tissue:** Minimum 100% recycled content

*For part-recycled products, the benefits should be calculated on a pro-rata basis.*



## Recycled Paper

Recycled content includes both post and pre-consumer waste, as defined by the NAPM, but excludes mill broke. Mill broke, waste generated within the mill, has always been considered part of the normal furnish of the product.

### Business benefits of using recycled paper

Increasingly organisations are interested in sustainability, their Corporate Responsibilities (CR) and generally reducing their environmental footprint.

A “quick win” for many organisations can be implementing a paper procurement policy for recycled papers, with the associated environmental benefits they can claim.

Importantly an organisation can make their key stakeholders, employees, customers and stakeholders aware of their commitment by; including this within their annual Corporate Responsibility report and using suitable iconography (logos) on their printed material.

### Marketing your commitment – Iconography

There are a number of different logos which can be used to depict that the product is manufactured from recovered fibre (recycled). The most common in use are;

#### The Mobius loop

The percentage figure contained within the loop defines the level of recycled content.



#### The NAPM loop

The percentage figure contained within the loop defines the level of recycled content.



### The WRAP recycled mark

WRAP conducted market research to show that this final mark had the highest consumer understanding/awareness. More details on this research can be found on

[www.wrap.org.uk/advocacy/information/sheets](http://www.wrap.org.uk/advocacy/information/sheets)

**75% recycled**  
This leaflet is printed on 75% recycled paper

**“Using recycled paper has enhanced the University’s image and commitment to environmental issues, with absolutely no detriment to quality.”**

Amy Clark – Marketing and Communications, Southampton Solent University

### Demand from Government and the wider public sector

The government are committed to driving demand for recycled paper, thereby reducing landfill.

In November 2003, the Government published the “Quick Wins” specification where all government departments should procure paper with a minimum recycled content.

A government framework contract administered by OGC buying solutions and the Department for Transport, offers a wide range of recycled papers. This contract is also open to the wider public sector, Local Authorities, NHS, Schools, etc.

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For more details on the framework contract contact your regional Howard Smith Paper Group sales office.

### What recycled products are available?

The Howard Smith Group has a comprehensive range of recycled products suitable for most print applications. This includes the Greencoat family of products which has featured in our product portfolio for more than 10 years. Details, samples and advice can be secured from your regional sales office.

**“The quality and performance of today’s recycled papers are progressive – and completely comparable with virgin grade alternatives.”**

Andy Seal – Head of Branch, Print, Publishing and Distribution – Department of Transport

### yoyo

A new, innovative and unique “closed loop” recycling solution suitable for large users of office copier paper. A service contract includes; supply of recycled copier paper, collection of waste paper, return to the mill for recycling and then that same material comes back to you as new recycled paper.

This unique closed loop recycling solution demonstrates real Corporate Responsibility, for any organisation, in taking ownership of their waste and recycling. More information can be found on [www.yoyopaper.com](http://www.yoyopaper.com) or from your regional sales office.



### Useful websites

Wrap [www.wrap.org.uk](http://www.wrap.org.uk)

yoyo [www.yoyopaper.com](http://www.yoyopaper.com)

NAPM [www.napm.org.uk](http://www.napm.org.uk)

### More information

To learn more about the environmental and business opportunities of using recycled papers please contact us.